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Commander Edward Whitehead, 'Man from Schweppes,' To Address Marketing Session at N. C. A. Convention

Commander Edward Whitehead, president of Schweppes U. S. and Canada Ltd., manufacturers of quinine water, fruit squashes and a wide range of mineral waters, will address canners, brokers and buyers at the Marketing Session of the N.C.A. Convention January 21 in Atlantic City.

Commander Whitehead will speak on the current situation in food marketing with particular emphasis on the introduction and promotion of new products. He will share the speakers' platform with three other specialists in food marketing.

Commander Whitehead is well known as the "Man from Schweppes." His picture, notable for his full-growth beard, have become an international symbol of Schweppes products. His dual role as president of the company and model for its advertisements is highly regarded as one of the unusual and outstanding merchandising feats of recent years.

Commander Whitehead's association with Schweppes began in 1950, when he was appointed advertising manager and later London sales manager of Schweppes Ltd. He first came to New York in 1953, ostensibly to help promote the sale of Schweppes products in the United States.

Schweppes tonic had been imported into this country for a number of years and had been sold at a fairly high price. The difficulty was in convincing people that the tonic being manufactured in the firm's American plants was equal in quality and ingredients to the imported product.

The firm's advertising agency suggested that the Commander permit himself to be photographed and featured in one of the Schweppes ads as the man personally responsible for insuring that the American-made tonic was as good as the British. The ad proved more successful than had perhaps been expected, and the "Man from Schweppes" was created.

Until recently Commander Whitehead served as executive director and general manager of all Schweppes overseas operations except those in Australia and South Africa. But the growth and development of this worldwide enterprise has been such that he has had to restrict his administrative

attentions to the North and South American phases of the operation.

Prior to World War II Commander Whitehead was in the insurance business. In 1939 he was called to duty in the Royal Navy and he subsequently rose to the rank of Commander. After the war he took a non-political administrative position with the British treasury, with which he served until his resignation in 1950, when he joined Schweppes.

Proposed Quarantine Affects Southern Tomato Transplants

Notice is given in the *Federal Register* of October 23 that the USDA proposes to quarantine 10 states where infestations of the imported fire ant have been found. The proposal would prevent shipment of plants or transplants containing any trace of soil and would affect canners who obtain tomato plants from any of the affected states.

The 10 states under consideration for quarantine are Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Texas.

The USDA proposal will be discussed at a public hearing at the King Cotton Hotel, Memphis, November 19 beginning at 10 a.m.

While the tentative order, if adopted, would quarantine the 10 states in their entirety, supplementary orders would restrict or prohibit interstate movement of products and articles capable of spreading infestation only from areas actually infested or likely to be infested.

AEC Suspends Work on QMC Food Irradiation Reactor

The Atomic Energy Commission has suspended activities directed toward the design and construction of the Food Irradiation Reactor (FIR) which was being developed for use by the Army Quartermaster Corps in food irradiation experiments and other projects at the U. S. Army Ionizing Radiation Center.

Initial plans for the Ionizing Radiation Center, to be built at the Sharpe General Depot, Stockton, Calif., called for an atomic reactor to be built under criteria established by the AEC and a linear accelerator and a food processing pilot plant to be built according to QMC specifications.

The AEC announcement of October 23 stated:

"The Department of Defense has recently indicated an interest in the investigation of alternative sources of gamma irradiation such as long-lived radioisotopes or spent reactor fuel elements. Pending the results of this investigation, the Commission has suspended development work on the FIR."

The AEC will terminate its contract with Kaiser Engineers, Oakland, Calif., for development work on this project, it was said.

The AEC action affects only one of the two facilities which had been planned for the Ionizing Radiation Center. As far as is known, the Defense Department will proceed with its plans for construction of the Center and for installation of the linear accelerator (see *INFORMATION LETTER* of June 16, 1956, page 235, and Nov. 17, 1956, page 349).

The regulated products and articles would be (a) soil, sand or gravel, separately or with other things; (b) balled and burlapped nursery stock; (c) forest, field or nursery-grown woody or herbaceous plants with soil attached; (d) plants in pots or containers; (e) grass sod; (f) forest products such as stump wood or timbers if soil is attached; and (g) any other product or articles that may present a hazard of spreading infestation.

Personal Income, Sales, and Prices Continue To Advance

With the gradual advance in prices continuing to provide a lift to dollar measures of economic activity, total output in real terms was maintained in the third quarter at the record level which has prevailed throughout 1957, according to the October issue of the *Survey of Current Business*, issued by the U. S. Department of Commerce.

Personal income and retail sales were up for the quarter as a result of advances in July and August which were not extended in September.

Personal income in the third quarter reached a seasonally adjusted annual rate of 346½ billion. This was about \$4 billion higher than in the preceding quarter and \$18 billion or 5½ percent above the third quarter of 1956.

Total retail sales in the third quarter, seasonally adjusted, were 2 percent higher than in the second quarter. Increases were concentrated in non-durable goods stores, where all major groups registered gains. Sales by durable goods stores approximated the second quarter total.

Within the third quarter, July and August retail sales moved up with increases in the nondurable lines. September sales were off with seasonally adjusted declines in those groups which had risen most sharply in the earlier months—general merchandise and apparel.

The Commerce Department's Office of Business Economics reports that the trend in consumer commodity prices has shifted in the past two years. In contrast to retail price declines from 1952 to 1955, the price trend in the past two years has been upward.

Over-all wholesale prices, which were relatively stable in 1952-55, registered a 6½ percent increase in the past two years, with components showing mixed changes. During the same two-year period the total consumer price index increased 5½ percent, with commodity prices accounting for 4 percent of the increase and services accounting for the other 1½ percent.

Wholesale prices have risen somewhat more than 3 percent in each of the last two years. While prices of farm products and processed foods increased from August, 1955, to August, 1956, the bulk of the over-all advance was attributed to other industrial commodities. Price increases in the past year have been relatively about the same in each of these three groups.

New orders booked by manufacturers declined in the early part of the year and have been relatively stable in recent months at a rate somewhat below current shipments. A curtailment in forward ordering of military equipment has developed in the past several months, and this has been an important influence in the reduction in orders placed with manufacturers, as well as in the decline in backlogs of durable goods producers since the beginning of the year.

Business investment in new plants and equipment has leveled off in the past few months at a record high.

Corporate profits were off slightly in the second quarter, after allowance for seasonal variation, but for the first half of 1957 were about the same as in the preceding six-month period.

The OBE said that total profits have shown little change since 1955, the effect of higher sales having been offset in the aggregate by a narrowing in percentage margins. While this narrowing has in some cases accompanied a softening of demand, it has not been confined to such cases, but seems to have affected the majority of all industries for which data on profits and on sales or national income originating are available.

The Ohio Farmer Magazine

Miss Martha Davis, home editor of *The Ohio Farmer* magazine, salutes the canning industry of Ohio in her food articles in the October 19 issue of the magazine.

In an article entitled "Ohio Canned Foods Offer 'Best of Quality,'" she says:

"'Friendship multiplies joy'—this is a time-tested proverb. Certainly, a friendship with Ohio canned foods is bound to multiply your mealtime joy and eating pleasure. Buckeye canned products are described by the Ohio Cannery Association as 'the best of quality.' For 50 years, this group has worked toward such quality.

"Ohio canned foods may be important for you in two ways. You may sell farm products to Buckeye canners, as well as buy their canned foods. In either case, every step that Ohio canners make toward improving their quality benefits you.

"Since this year is the 50th anniversary of the Ohio Cannery Association, let's take a closer look at what they are doing to offer you 'the best in quality.' Let's find out how a friendship with Buckeye canned foods could 'multiply your joy.'

"To build a lasting friendship, you'll need to know what foods are produced in our state. Over 125 can-

ning plants fill millions of cans, jars and bottles each year. What goes into them? After some checking, I found at least 75 different products canned in our state."

The author goes on to give information about some of the products that are packed in Ohio and some interesting highlights of her visits to canning plants in the state.

Another article, "So Easy . . . So Good . . . with Ohio Canned Foods," gives four recipes using canned foods. The following canned foods were used: mushrooms, tomato sauce, tomato paste, tomatoes, kidney beans, sauerkraut, and pork and beans in tomato sauce.

Canned Foods in Civil Defense

An illustrated feature story on the performance of canned foods under atomic conditions was prominent in the *Del Monte Shield*, house organ of the California Packing Corporation.

Text and pictures support the title of the article, "Canned Foods Beat the Bomb." They show the extreme destruction caused by the explosion at the Nevada test site in May, 1955, and the comparatively undamaged condition of the canned foods that were exposed there in official tests conducted by the N.C.A. Laboratories in cooperation with technologists of the Can Manufacturers Institute and the Glass Container Manufacturers Institute. This was the public test, "Operation Cue," under joint auspices of the Atomic Energy Commission, Federal Civil Defense Administration, and Food and Drug Administration.

Quoting from the official final government report on the test, released last summer, the article states that "canned foods recovered at a quarter mile from Ground Zero (center of the explosion) could be eaten safely after three or four days. The report discloses that canned foods, in tin or glass containers, are safe for immediate use if they are stored in a place which would also shield persons from lethal radiation and blast effects" and that "uncontaminated, taken from extremely radioactive containers, showed no significant loss in nutrient values." The article pointed out that if the containers are intact, the food is safe, but that containers should be wiped or washed before opening.

Illustrations used for the article in *The Shield* were from the set assembled by the N.C.A. Laboratories and the Information Division for use in publicizing stories of canned foods performance under nuclear situations.

Peas on Plentiful Foods List

The Plentiful Foods List, which showed canned and frozen peas in its October listing, has again listed these products for November. The November list is now being widely distributed by the Agricultural Marketing Service of USDA, and carries the following comment:

"Large supplies of both canned and frozen peas will be available for the coming marketing season. Case-lot sales for stocking cupboards or freezers should be a volume builder, and will help busy homemakers. Encourage multiple sales by taping two or three cans or packages together with a special price for the unit, or by putting six cans in a handy carrying bag."

In a special bulletin to public and institutional feeders, the AMS has also again included canned and frozen peas, supplying its readers with the following recommendations:

"Supplies of canned and frozen green peas are at record levels, assuring food service operators a ready source of this popular vegetable. Plump green peas . . . so much at home in stews, soups, casseroles, and as a hot buttered vegetable. . . . Green peas like gentle seasoning . . . onion butter . . . sour cream and chives . . . creamy cheese sauce. . . . Turkey a la king served on toast is an inviting meal when highlighted with brilliant red pimiento and colorful green peas."

Shipments of Metal Cans

Shipments of metal cans for the first eight months of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-Aug. 1956	1957
	(short tons of steel)	
Fruit and vegetable (including juice).....	1,024,437	983,627
Meat (including poultry)...	101,180	91,785
Fish and seafood.....	77,147	86,130

Stocks of Canned Foods on Oct. 1 and Season Shipments

Reports on canners' stocks of canned apples, applesauce, RSP cherries, asparagus, and peas on October 1 and season shipments to that date have

Harry E. MacConaughy

Harry E. MacConaughy, retired vice president and general sales manager of the Hawaiian Pineapple Co., Ltd., and a food industry leader for more than 30 years, died recently following a lengthy illness.

Mr. MacConaughy retired as Dole's general sales manager in 1948 after serving with the company since 1915.

He was active in the affairs of the N.C.A. from the early 1920's on. He served a number of terms on the Association's Board of Directors, was a member of the Administrative Council, and was a member of various committees. He was First Vice President of the N.C.A. in 1928 and 1929.

Institutional Supply Houses

There were 438 wholesale establishments in the continental United States at the end of 1954 primarily engaged in selling canned foods, flour, sugar, coffee and related items to restaurants, hotels, bakeries and similar food service businesses or users, according to results of the 1954 Census of Business.

Sales of the 438 establishments, each a separate place of business, totaled \$215 million or approximately \$500,000 per establishment. Inventories at the end of the year were valued, at cost, at \$16.3 million, or an equivalent of a five-week supply.

Leading states in this type of wholesale business were New York, California, Pennsylvania, New Jersey, Illinois, Ohio, and Massachusetts. Together, these seven states accounted for sales of \$149 million or almost 70 percent of the total for the country.

This survey is limited to establishments engaged primarily in buying a combination of grocery items and selling to food service establishments

—restaurants, cafeterias, lunchrooms, bakeries, and similar users.

The institution business conducted by grocery and other wholesalers is not covered in this survey. Total sales of all classes of wholesalers to institutions and industrial accounts was well in excess of \$3 billion, according to the 1954 Census of Business.

Region and State	Establishments (number)	Sales (thousands of dollars)	Inventories, end of year
New England.....	35	15,944	785
Maine.....	1	(*)	(*)
N. H.....	1	(*)	(*)
Vermont.....	10	12,309	558
Mass.....	4	(*)	(*)
R. I.....	11	2,950	301
Conn.....			
Middle Atlantic.....	129	74,048	5,696
New York.....	62	38,226	2,970
New Jersey.....	22	14,062	715
Pennsylvania.....	45	21,760	2,011
East North Central..	84	41,395	3,259
Ohio.....	19	12,489	853
Indiana.....	7	2,918	308
Illinois.....	33	13,892	936
Michigan.....	15	7,273	346
Wisconsin.....	10	4,823	916
West North Central..	34	13,477	968
Minnesota.....	10	1,970	80
Iowa.....	1	(*)	(*)
Missouri.....	15	6,716	409
North Dakota.....	1	(*)	(*)
South Dakota.....	1	(*)	(*)
Nebraska.....	3	(*)	(*)
Kansas.....	4	1,364	124
South Atlantic.....	39	15,296	1,168
Delaware.....	8	4,915	163
Maryland.....	2	(*)	(*)
D. C.....	5	1,348	40
Virginia.....	2	(*)	(*)
West Va.....	3	666	85
N. C.....	1	(*)	(*)
S. C.....	6	3,100	355
Georgia.....	12	5,196	446
Florida.....			
East South Central...	7	1,579	130
Kentucky.....	2	(*)	(*)
Tennessee.....	4	806	86
Alabama.....	1	(*)	(*)
Mississippi.....			
West South Central..	24	9,530	809
Arkansas.....	5	(*)	(*)
Louisiana.....	3	(*)	(*)
Oklahoma.....	2	(*)	(*)
Texas.....	17	6,320	425
Mountain.....	24	5,604	394
Montana.....	1	(*)	(*)
Idaho.....	3	1,192	76
Wyoming.....	1	(*)	(*)
Colorado.....	5	1,031	91
New Mexico.....	3	(*)	(*)
Arizona.....	8	1,128	86
Utah.....	3	1,390	107
Nevada.....			
Pacific.....	62	38,541	3,129
Washington.....	8	1,564	238
Oregon.....	4	700	45
California.....	50	36,268	2,846

* Withheld to avoid disclosure of individual operations.

Item	Carry-over month	Case basis	Total Supply		Canners' Stocks Oct. 1		Season Shipments to Oct. 1	
			1956	1957	1956	1957	1956	1957
			(Thousands of cases)					
Apples.....	Sept.	6/10	990	1,359	759	1,092	231	267
Applesauce.....	Sept.	actual	4,767	5,842	3,576	4,171	1,191	1,671
R&P cherries.....	July	actual	3,103	3,805	2,088	2,409	1,016	1,305
Asparagus.....	March	actual	8,048	8,613	4,165	4,418	3,882	4,196
Peas.....	June	actual	35,152	41,706	23,898	29,716	11,284	11,992

Forthcoming Meetings

- Oct. 28—Texas Cannery Association, Annual Meeting, McAllen Country Club, McAllen
- Oct. 28-31—National Industrial Packaging & Handling Exposition of 1957, Convention Hall, Atlantic City, N. J.
- Nov. 4-5—Iowa-Nebraska Cannery Association, Short Course for Cannery, Hotel Fort Des Moines, Des Moines
- Nov. 4-6—Iowa-Nebraska Cannery Association, Annual Meeting, Hotel Fort Des Moines, Des Moines
- Nov. 7—Illinois Cannery Association, Fall Meeting, LaSalle Hotel, Chicago
- Nov. 11—NATIONAL CANNERS ASSOCIATION, Northwest Branch, and Association of Pacific Fisheries, 44th Annual Joint Meeting, Washington Athletic Club, Seattle
- Nov. 11—Tennessee-Kentucky Cannery Association, Annual Convention, University of Tennessee, Knoxville
- Nov. 11-12—Wisconsin Cannery Association, 53d Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 18-20—Georgia Cannery Association, Annual Convention, King & Prince Hotel, St. Simons Island
- Nov. 20-23—Indiana Cannery Association, Fall Meeting, French Lick-Sheraton Hotel, French Lick
- Nov. 21-23—Michigan Cannery and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- Nov. 24-25—Pennsylvania Cannery Association, 43d Annual Convention, Yorktown Hotel, York
- Dec. 3—Minnesota Cannery and Freezers Association, 51st Annual Convention, Radisson Hotel, Minneapolis
- Dec. 4-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore, Md.
- Dec. 5-6—New York State Cannery and Freezers Association, 73d Annual Convention, Hotel Statler, Buffalo
- Dec. 9-10—Ohio Cannery Association, 50th Annual Convention, Neil House, Columbus
- Dec. 9-10—Ontario Food Processors Association, Annual Meeting, Royal York Hotel, Toronto, Ont.
- Dec. 14—National Food Sales Conference, National Food Brokers Association, The Conrad Hilton, Chicago
- Jan. 6-8—Northwest Cannery and Freezers Association, Annual Convention, Olympic Hotel, Seattle
- Jan. 7-9—Ontario Food Processors Association, Fieldmen's Conference, Agricultural College, Guelph
- Jan. 8-10—Illinois Cannery Association, Cannery School, University of Illinois and Urbana-Lincoln Hotel, Urbana
- Jan. 9-10—Cannery League of California, 35th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco
- Jan. 17-18—National Preservers Association, Annual Meeting, Atlantic City, N. J.
- Jan. 20-23—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 51st Annual Convention, Atlantic City, N. J.
- Jan. 27-29—Canadian Food Processors Association, Annual Convention, Seignior Club, Montebello, P. Q.
- Jan. 29-30—Wisconsin Cannery Association, Raw Products Conference, Babcock Hall, University of Wisconsin, Madison
- Feb. 5-6—Minnesota Cannery and Freezers Association, 11th Annual Cannery and Fieldmen's Short Course, Radisson Hotel, Minneapolis
- Feb. 10-11—Michigan Cannery and Freezers Association, Conference for Fieldmen and Processors, Kellogg Center, Michigan State University, East Lansing
- Feb. 11-12—New York State Cannery and Freezers Association, Cannery School, Agricultural Experiment Station, Geneva

- Feb. 24—Indiana Cannery Association, Cannery Fieldmen's and Growers' School, Purdue University, Lafayette
- Feb. 23-March 1—Virginia Cannery Association, 50th Annual Meeting, Hotel Roanoke, Roanoke
- March 2-4—National Association of Frozen Food Packers, Annual Convention, The Conrad Hilton, Chicago
- March 6-7—Pennsylvania Cannery Association, Fieldmen's Conference and Cannery Workshop, Allenberry Lodge, Boiling Springs
- March 9-12—National American Wholesale Grocers Association, 53d Annual Meeting, Palmer House, Chicago
- March 13-14—Tri-State Packers Association, Spring Meeting, The Shelburne, Atlantic City, N. J.
- March 21-23—Utah Cannery Association, 46th Annual Convention, Hotel Utah, Salt Lake City
- March 24-25—Cannery League of California, 54th Annual Meeting, Santa Barbara Biltmore, Santa Barbara
- April 20-23—U. S. Wholesale Grocers Association, Grocery Distribution Exposition, Kiel Auditorium, St. Louis

H. J. Heinz II Serves GATT

H. J. Heinz II, president of the H. J. Heinz Co., Pittsburgh, has been appointed an adviser to the U. S. delegation to the 12th session of contracting parties to the General Agreement on Tariffs and Trade, now in session in Geneva.

Mr. Heinz is one of three nongovernmental advisers to the U. S. delegation. The meeting is concerned primarily with technical aspects in the administration of the GATT, the international trade agreement in which the U. S. and 36 other countries participate. Among the subjects scheduled for consideration are continued expansion of world trade, the proposed European Common Market, and further international trade cooperation.

Agricultural Research Policy

Four new appointments to the Agricultural Research Policy Committee have been announced by USDA.

They are Paul S. Armstrong of Los Angeles, retired general manager of Sunkist Growers, Inc., who was recently named a special consultant to review USDA services to farmer cooperatives; Harry B. Caldwell of Greensboro, N. C., master of the North Carolina State Grange; Dr. C. Bruce Lyon of Philadelphia, director of research on chemicals for Rohm & Haas; and Leroy Getting of Sanborn, Iowa, a cattle and lamb feeder.

Also Carl Smith of Gerber Products Company, Rochester, N. Y., has been appointed by Secretary Benson to be a member of the USDA Deciduous Fruit and Tree Nut Research and Marketing Advisory Committee.

Grapefruit Sections for USDA

USDA announced this week it plans to purchase concentrated orange juice and canned grapefruit sections from 1957-58 crop citrus for use in the National School Lunch Program.

Dates have not been determined, but purchases probably will be made after processing of citrus fruits from the 1957-58 crops becomes general, USDA said. Quantities bought will depend on quantities and prices offered and the supplies which can be used in school lunch programs during the current school year.

Purchases will be made with Section 32 funds.

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